What is claimed is:

- 1. A non-asbestos-based friction material comprising a fibrous base (A), binder (B) and filler (C) as the major ingredients, wherein the filler (C) is incorporated with 1 to 10% of abrasive particles having an average size of 0.5 to $10\mu m$ and 4 to 20% of unvulcanized rubber, all percentages by volume based on the whole friction material.
- 2. The non-asbestos-based friction material according to Claim 1, wherein said abrasive particles have a Mohs hardness of 6 or more.
- 3. The non-asbestos-based friction material according to Claim 1 or 2, wherein said abrasive particles are at least of one material selected from the group consisting of silicon carbide, alumina, silica, zirconia, magnesia, zirconium silicate and silica/alumina-based ceramic.
- 4. The non-asbestos-based friction material according to Claim 1, wherein said unvulcanized rubber is at least of one selected from the group consisting of natural rubber, isoprene rubber (IR), nitrile/butadiene rubber (NBR), styrene/butadiene rubber (SBR), butadiene rubber (BR), chloroprene rubber (CR), butyl rubber (IIR), ethylene/propylene rubber (EPM or EPDM), urethane rubber, silicone rubber, fluorine rubber and acrylic rubber.
- 5. The non-asbestos-based friction material according to Claim 4, wherein said unvulcanized rubber is at least of one selected from the group consisting of nitrile/butadiene rubber (NBR) and styrene/butadiene rubber (SBR).